



Bureau of the Census

Mission Statement

To be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States.

The Bureau of the Census's mission is built around its large-scale surveys and censuses. This involves the full range of activities required to produce data, including survey and questionnaire design and data collection, processing, and dissemination. Research and data analysis will directly support the Census Bureau's capabilities to conduct large-scale surveys and censuses. Through strategic planning, the Census Bureau evaluates how best to accomplish this mission. The strategic plan provides a framework for articulating program goals and builds these goals through consensus. The planning process promotes synergy, innovation, and efficiency, and represents a better way of doing business.

The goal of the Census Bureau is to provide the best mix of timeliness, relevancy, quality, and cost for the data collected and services provided. The data provided by the Census Bureau shape important policy decisions that help improve our nation's social and economic conditions:

- Census data are used to distribute hundreds of billions of dollars in federal funding.
- Census data provide the basis for estimating the gross domestic product and leading economic indicators.
- Census data determine the apportionment of Congressional seats, as mandated in the Constitution.
- Census data inform about education, income, poverty, and health insurance coverage.
- National, state, and local governments use Census data to formulate policy.
- Large corporations and local businesses use Census data to devise their business plans.

To accomplish its mission, the Census Bureau depends on actions that:

- Provide the U.S.'s official measures on monthly unemployment, income, poverty, and health insurance coverage, as well as economic indicators that include housing starts, retail and wholesale trade sales, international trade, manufacturers' shipments, orders, and inventories, and quarterly estimates of corporate profits.
- Provide the statistical foundation and benchmark measures against which most data-based decisions and activities take place.
- Reengineer the 2010 Decennial Census of Population and Housing to be more efficient and cost-effective, provide richer and more timely data, and reduce risk in meeting constitutional and legislative mandates.

- Invest in statistical methodological research and new technologies to improve current operations and prepare for the future.
- Continue to provide strict security of census information, address privacy issues, and foster program goals while maintaining confidentiality of census information.

Priorities/Management Challenges

To deliver high value, the Bureau must target measurement on those trends and segments of our population and economy most critical to continued U.S. success and prosperity. During FY 2002, the Census Bureau focused activities in these areas through a variety of priority program efforts that continue and improve ongoing statistical programs. They included distributing Census 2000 data, planning the 2010 Census, obtaining cyclical economic data through the Economic Censuses and the Census of Governments, and completing data collection for the 2001 American Community Survey (ACS).

Greater resistance to authority, continued decline in trust of government, and a greater demand for quality have complicated the Census Bureau's data gathering efforts and ability to maintain or increase response rates. The Bureau will have to continually demonstrate its expertise in educating the public on the quality and security of its data, and its ongoing sensitivity to anonymity and privacy issues.

Surveys have shown that more people feel they have less time available to do what they need to do, including work, sleep, look after their families, and enjoy leisure. The Census Bureau will consider new approaches to saving customers' time and reduce respondent burden to ensure that the customers' needs are met.

The Census Bureau will continue to improve the use of technology in data collection, processing, and dissemination environments. The Bureau must use state-of-the-art technology to stay ahead of the demand from policy makers for accurate and timely information on emerging economic and societal trends. As always, the Census Bureau will mitigate the possibility of criminal and/or malicious access to all of its networks and data.

The Census Bureau's mission is "to be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States." This mission has and will continue to be the Bureau's focus as the environment in which it works changes.

FY 2002 Performance

In FY 2002, the Census Bureau had three goals and seven measures. Of those seven measures, the Bureau met all of them.

The performance measures focused on providing and improving current measures of the U.S. population, economy, and governments; timely release of Decennial Census products; and the implementation of the 2010 Decennial Census. Census Bureau performance in FY 2002 included meeting the target for the percentage completion of its housing unit address list. Having a complete housing unit address list is critical for conducting an accurate 2010 Decennial Census. The Bureau has also successfully released 2001 data from the long form transitional database, which is important for the implementation of the ACS.

The Census Bureau successfully met all the measures associated with the goals in the FY 2002 Annual Performance Plan.

Targets and Performance Summary

See individual Performance Goal section for further description of each measure.

Performance Goal 1: Provide and Improve Current Measures of the U.S. Population, Economy and Governments that Meet the Needs of Policy Makers, Businesses, and the Public

Measure	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2002 Met	FY 2002 Not Met
Percentage of household surveys attaining specified reliability measurements	100%	100%	100%	100%	100%	X	
Household response rate for the Current Population Survey, the National Crime Victimization Survey, and the American Housing Survey. Response rate for the National Health Interview Survey. Response rate for the Survey of Income and Program Participation	100%	100%	100%	100%	100%	X	
Release data products from the Survey of Income and Program Participation and the Survey of Program Dynamics	9% time decrease	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	Maintain FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	X	
Release principal economic indicators	New	New	New	100% on time	100% on time	X	

Performance Goal 2: Provide the Statistical Foundation and Benchmark Measures of the Population, Economy, and Government that Meet the Needs of Policy Makers, Federal, State, and Local Governmental Agencies, Businesses, and the Public

Measure	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2002 Met	FY 2002 Not Met
Release Decennial Census, Census of Governments, and Economic Census products	New	New	100% of scheduled releases	100% Of scheduled releases	100% Of scheduled releases	X	

Performance Goal 3: Re-engineer the 2010 Decennial Census to be More Efficient and Cost Effective, Provide Richer Data, Improve Coverage, and Reduce Risk in Meeting Constitutional and Legislative Mandates

Measure	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2002 Met	FY 2002 Not Met
Implement MAF/TIGER Modernization	New	New	New	Prepare plan and systems by end of FY 2002 to measure housing unit coverage of the address list; list is at least as complete as it was for Census 2000, as measured by the accuracy and coverage evaluation.	Prepared plan and systems by end of FY 2002 to measure housing unit coverage of the address list; list is at least as complete as it was for Census 2000, as measured by the accuracy and coverage evaluation.	X	
Implement the American Community Survey	New	New	New	Complete field activities supporting the release of 2001 data from the long form transitional database in Summer of 2002.	Completed field activities supporting the release of 2001 data from the long form transitional database in Summer of 2002.	X	

Resource Requirements Summary

(Dollars In Millions. Funding Amounts Reflect Total Obligations.)

Information Technology (IT)

Full-Time Equivalent (FTE)

Performance Goal 1: Provide and Improve Current Measures of the U.S. Population, Economy and Governments that Meet the Needs of Policy Makers, Businesses, and the Public

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual
Salaries and Expenses				
Current Economic Statistics	92.1	88.9	102.7	111.3
Current Demographic Statistics	49.7	47.5	49.8	53.5
Survey Development and Data Services	3.5	3.5	3.8	4.1
Mandatory				
Survey Of Program Dynamics	10.0	9.9	10.0	9.9
Children's Health Insurance Program	0.0	10.0	10.0	10.0
Periodic Census and Programs				
Economic Censuses	53.3	47.5	41.4	52.1
Census Of Governments	3.8	3.6	3.1	5.7
Intercensal Demographic	5.4	5.4	5.7	6.3
Continuous Measurement	20.2	19.9	21.2	26.4
Demographic Surveys Sample Redesign	5.5	5.1	7.9	12.4
Electronic Information Collection	8.1	5.4	6.1	6.2
Geographic Support	41.7	6.5	13.9	18.6
Data Processing Systems	25.3	11.4	11.8	11.6
Suitland Federal Center	0.0	0.0	0.1	1.2
Reimbursable Obligations	173.4	170.7	205.2	226.9
Total Funding	492.0	435.3	492.7	556.2
IT Funding ¹	100.1	100.0	100.1	157.6
FTE	5,753	5,462	5,931	6,457

Performance Goal 2: Provide the Statistical Foundation and Benchmark Measures of the Population, Economy, and Government that Meet the Needs of Policy Makers, Federal, State, and Local Governmental Agencies, Businesses, and the Public

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual
Periodic Census and Programs				
2000 Decennial Census	1,084.0	4,116.5	441.5	147.9
Electronic Information Collection	8.1	0.6	0.0	0.0
Geographic Support	41.7	26.0	20.9	5.6
Data Processing Systems	25.3	11.3	11.7	11.5
Suitland Federal Center	0.0	0.0	0.2	0.9
Total Funding	1,159.1	4,154.4	474.3	165.9
IT Funding ¹	271.5	322.5	199.9	89.1
FTE	14,886	80,937	4,449	1,243

Performance Goal 3: Re-engineer the 2010 Decennial Census to be More Efficient and Cost Effective, Provide Richer Data, Improve Coverage, and Reduce Risk in Meeting Constitutional and Legislative Mandates

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual
Periodic Census and Programs				
2010 Decennial Census	New	New	New	64.3
Geographic Support	New	New	New	13.0
Total Funding	New	New	New	77.4
IT Funding ¹	New	New	New	44.7
FTE	New	New	New	598

Grand Total	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual
Salaries and Expenses	145.3	139.9	156.3	168.9
Periodic Census And Programs	1,247.3	4,259.0	585.5	383.8
Mandatory Programs	10.0	19.9	20.0	19.9
Total Funding	1,576.0	4,589.5	967.0	799.5
Direct	1,402.6	4,418.8	761.8	572.6
Reimbursable ²	173.4	170.7	205.2	226.9
IT Funding ¹	419.0	470.0	347.4	291.4
FTE	20,639	86,399	10,380	8,420

¹ IT Funding Included In Total Funding.

² Reimbursable Funding Included In Total Funding.

Skills Summary:

The Census Bureau's program staff skills and expertise include large-scale census and survey methodology, statistical standards and methodology, large database development and management, data processing and analysis, confidentiality expertise, and data dissemination.

FY 2002 Performance Goals

Performance Goal 1: Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policy makers, businesses, and the public.

(This goal has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This goal was previously worded as: "Develop relevant, accurate and timely, national and community economic and household statistics for decision-making")

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably.

Rationale for Performance Goal

Demographic Statistics:

The Census Bureau's demographic statistics program staff is responsible for developing plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics, and on the size and characteristics of the housing inventory. The Bureau undertakes analytical research on emerging issues and trends, such as the condition of children and the elderly, the employment of disabled individuals, and the characteristics of immigrants.

Directing and coordinating technical and developmental work on the collection and analysis of data by race, Hispanic origin, and ancestry are major responsibilities. This work results in reports on the characteristics of special population groups and on American Indian Tribes and Alaska Native Village areas. An important aspect is examining reporting issues, such as error or bias in these data.

Official statistics on income, poverty, and health insurance coverage, as well as longitudinal data on income and program participation that federal agencies use to develop, modify, and monitor income transfer programs, come from demographic programs. Especially important are data necessary to determine the impact of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, often called welfare reform.

Demographic program staffers conduct much of the foundational analysis and research underlying the U.S. Office of Management and Budget's (OMB's) decisions on national statistical standards on topics such as occupational classifications, metropolitan areas, and race and ethnicity.

The demographic programs also plan and conduct surveys and special censuses, funded by other federal agencies that focus on topics of national importance, such as unemployment, crime, health, education, and consumer expenditures.

Economic Statistics:

The Bureau's economic statistics program staff is responsible for statistical programs that count and profile U.S. businesses and government organizations in a rapidly evolving economic environment. This includes conducting Economic Censuses and a Census of Governments every five years; carrying out more than 100 separate surveys monthly, quarterly, and annually, including principal economic indicators; producing voluminous merchandise export and import statistics monthly; accomplishing extensive compilations of administrative records; and undertaking numerous research and technical studies. In addition, economic statistics program staffers conduct a number of surveys under reimbursable agreements with other federal agencies such as the Bureau of Justice Statistics, the National Center for Education Statistics, the Bureau of Transportation Statistics, the Federal Reserve Board, the Environmental Protection Agency, the Agency for Health Care Research and Quality, the Department of Energy, and the Department of Housing and Urban Development.

The major activities of the economic statistics programs include:

- Providing statistics that are critical to understanding current conditions in the U.S. economy, including principal federal economic indicators
- Producing economic statistics that provide seventy-five percent of the source data used in preparing gross domestic product estimates, one of the nation's most important barometers of current economic activity
- Providing information on the labor, capital, and material inputs to, as well as the outputs of, the nation's manufacturing, mining, and construction industries
- Conducting company-based surveys for the collection of financial data, including data on capital investment, income, payroll, assets, and expenditures
- Collecting, processing, and compiling statistical data relating to U.S. merchandise trade (exports, imports, and transportation) with foreign countries and Puerto Rico and the Virgin Islands; detailed trade information is available on both a monthly and annual basis for 17,000 import commodities and 10,000 export commodities
- Conducting annual sample surveys of state and local government finances and employment and producing quarterly measures of taxes and government assets
- Conducting surveys for other government agencies related to federal, state, and local government activities
- Undertaking reimbursable activities (surveys and special tabulations) that take advantage of the economic program's processing infrastructure and core competencies.

FY 2002 Performance

The FY 2002 performance levels for all measures were achieved. In collaboration with business and government entities, the focus of activity for FY 2002 was the development of collection instruments. Specific activities included the printing of millions of report forms and the development of processing systems. The Census Bureau also developed an electronic reporting infrastructure to allow the option of electronic reporting of 3.5 million businesses and established a 24/7 Internet site to provide assistance to 2002 Economic Census respondents.

During FY 2002, the Census Bureau's demographic statistics program staff successfully developed and implemented plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics, and on the size and characteristics of the housing inventory. The 2001 data products for the thirty-one test sites for the American Community Survey (ACS) and the 2001 Supplementary Survey were published. Other surveys which measured housing characteristics, such as home ownership, income, poverty, family composition, and the socioeconomic characteristics of race and ethnic groups were successfully completed.

Measure 1a: Percentage of Household Surveys Attaining Specified Reliability Measurements

	FY 1999	FY 2000	FY 2001	FY 2002
Target	100%	100%	100%	100%
Actual	100%	100%	100%	100%
Met/Not Met	Met	Met	Met	Met

Explanation of Measure

Reliability measurements are fundamental to the success and customer acceptance of Bureau survey information. These measurements consist of a series of statistical measurements that define the precision of a survey—e.g., standard error, coefficient of variation, and sample design effect. The customer and the Census Bureau jointly determine reliability specifications before the survey is commissioned.

FY 2002 Performance

The FY 2002 performance level for this measure was achieved. Reliability measurements are fundamental to the success and customer acceptance of Census Bureau survey information. We maintain these reliability measures as the surveys are conducted and their results are released

Measure 1b: 1) Household Response Rate for the Current Population Survey, the National Crime Victimization Survey, and the American Housing Survey. 2) Response Rate for the National Health Interview Survey. 3) Household Response Rate for the Survey of Income and Program Participation

	FY 1999	FY 2000	FY 2001	FY 2002
Target ¹	100%	100%	100%	100%
Actual	100%	100%	100%	100%
Met/Not Met	Met	Met	Met	Met

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This measure was previously worded as: "Percentage of household surveys with initial response rates > 90%.")

¹ See italicized statement above regarding rewording of the measure and recharacterization of the associated targets. The Bureau met 100% of the stated target of obtaining response rates better than 90%. For FY2002, this measure included response rates for the Current Population Survey, the National Crime Victimization Survey, the American Housing Survey, and the American Community Survey.

Explanation of Measure

Maintaining a high response rate for household surveys ensures that the Bureau's survey information is always reliable, comparable, and widely accepted by customers over the longer term. Since the sample design, interview content, length, and respondent rules vary by survey and are correlated with response rates, our target measures are different: (1) The Current Population Survey (CPS), the National Crime Victimization Survey, and the American Housing Survey, can maintain a ninety percent or better response rate. These households have rotating address-based panels and are usually contacted by a Field Representative (FR) in person when they first enter the sample and remain in sample for repeated visits over a prescribed period of time. The rotating design also ensures that there is a mix of new and returning households which serves to stabilize response rates over time. FRs can make subsequent contacts by appointment and by telephone if the respondent wishes. Households that move are not followed; the new occupants are eligible for the interview. This methodology, coupled with an interview lasting from ten to forty minutes depending on the household size, is conducive to maximizing response rates. However, response rates across all surveys, regardless of design and content, have been declining in recent years as we compete with other surveys and demands on the public's time. (2) The National Health Interview Survey (NHIS) uses a different design in that a household is in the sample only once, the FR has a short interval of time to conduct the interview, and the average interview length is sixty minutes, hence the lower target response rate of eighty-seven percent. (3) The Survey of Income and Program Participation (SIPP) is on average a sixty-minute household interview and collects information on income, assets, transfer program participation, and various other socio-economic topics. Since 1996, the SIPP has had "abutting" rather than overlapping panels which means that at any given time, all households have been in sample for the same time period, i.e., there is no replenishment of sample as in the CPS, NCVS, and AHS designs. In addition, respondents are interviewed every four months, are encouraged to consult their records and to report their social security number to ensure accurate data, and are followed to new locations if they move during the life of the panel which is usually three to four years. These design features, particularly the requirement to follow original household members, have contributed to sharp declines in panel response rates in recent years. The Census Bureau has taken several steps to maximize response such as monetary incentives, redesigned introductory letters and materials, and enhanced FR training. The target response rates consider the age of the panel in the appropriate year.

The FY 2001 performance level for this measure was achieved as the measure was then worded. In FY 2001, the initial response rates for the Current Population Survey, the National Crime Victimization Survey, the American Housing Survey, and the American Community Survey were all greater than ninety percent. There were no changes to the FY 2002 Performance Plan, but beginning in FY 2003 the measure was expanded to include longitudinal surveys for which the high initial response rates are difficult to maintain over time.

FY 2002 Performance

The FY 2002 performance level for this measure was achieved. The Census Bureau was able to achieve an initial response rate of ninety percent or greater for our cross-sectional household surveys. This measure excludes household expenditure surveys. These response rates are developed during the data collection phase of the survey.

Measure 1c: 1) Release Data Products from the Survey of Income and Program Participation (SIPP) and 2) the Survey of Program Dynamics (see the “Explanation of Measure” Section for Data Products List)

	FY 1999	FY 2000	FY 2001	FY 2002
Target	5% time decrease	Maintain FY 1999 actual time achieved	Maintain FY 1999 actual time achieved	Maintain FY 1999 actual time achieved
Actual	9% time decrease	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved
Met/Not Met	Met	Met	Met	Met

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This measure was previously worded as: “Percentage reduction from time of data collection to data release for selected household surveys.”)

Explanation of Measure

The Bureau has achieved optimal release times for many long-standing household surveys; for example, the Bureau releases data from the American Housing Survey nine months after collection. Other household surveys have different schedules based on their designs. This measure addresses newer surveys and survey supplements, such as SIPP and the Survey of Program Dynamics (SPD). For SIPP, the Bureau was able to maintain the nine percent time reduction that was established in FY 1999 (the SPD was not part of the measure in FY 2001 or FY 2002).

SIPP collects a “core” of data items on detailed income, program participation, and work experience at four-month intervals from a cohort of households that are in the sample for approximately three years. Each four-month interval is referred to as a “wave” of interviewing and in addition to the core items, questions measuring other aspects of household economic and social well-being are included as “topical modules” during each wave. The core data supplies longitudinal (studies in which variables relating to an individual or group of individuals are assessed over a period of time) measures over the life of the panel while the topical module data supplies cross-sectional (studies that focus on phenomena that occur during a precise time interval, such as a calendar year) measures at one or more points in time.

SPD — The SPD is a follow-on survey conducted with SIPP respondents from the 1992 and 1993 panels who were last interviewed in 1995 and 1996, respectively, to comply with the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, commonly known as the 1996 Welfare Reform Act.

FY 2002 Performance

The FY 2002 performance level for this measure was achieved. The bureau was able to maintain the production time schedule as was achieved in FY 1999 for SIPP and SPD. This schedule was established as part of the project management tools for the programs.

Measure 1d: Release Principal Economic Indicators

	FY 1999	FY 2000	FY 2001	FY 2002
Target	New	New	New	100% on time
Actual				100% on time
Met/Not Met				Met

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This measure was previously worded as: “Percentage of principal economic indicators released as scheduled.”)

Explanation of Measure

This was a new specific performance measure for FY 2002. The Census Bureau provides statistics that are critical to understanding current conditions in our economy. These statistics include the principal federal economic indicators that drive national monetary policy, federal economic policymaking and investment, and business decisions. These principal economic indicators include the Advance Retail Sales; Manufacturing and Trade: Inventories and Sales; Monthly Wholesale Trade; Advanced Report on Durable Goods, Manufacturers' Shipments, Inventories, and Orders; Construction Put in Place; Quarterly Financial Report (QFR): Manufacturing, Mining, and Wholesale Trade; New Residential Construction; New Residential Sales; QFR: Retail; Housing Vacancies; and the U.S. International Trade in Goods and Services, jointly released with the Bureau of Economic Analysis (BEA). Previously, the U.S. International Trade in Goods and Services measure was reported in the BEA's Annual Program Performance Report and Annual Performance Plan with reference to the Census Bureau's data collection and processing responsibilities.

OMB statistical directive no. 3 requires that data for Census Bureau principal economic indicators be released within prescribed time periods. For most monthly indicators this means that they must be made available within one month of the end of the reference period, and for the quarterly indicators within two and a half months. Release dates for these indicators are available online at www.census.gov/epcd/econ/www/indijun.htm. Our goal is to release all 116 monthly and quarterly principal economic indicators on time.

FY 2002 Performance

During FY 2002, all principal economic indicators were released on time. The Census Bureau's principal economic indicators are among some of the most important and closely followed statistics generated by the federal statistical system. These indicators provide government policymakers and private decisionmakers with timely information about the current performance of the U.S. economy. During FY 2002, all principal economic indicators were released on time.

Program Evaluation

The Census Bureau's statistical program evaluations are numerous and ongoing. One measure the Bureau uses to determine data reliability is initial response rates. One measure the Bureau uses to determine timeliness is the elapsed time from data collection to data release. The following are some examples of Census Bureau program evaluations.

Demographic Statistics

The Census Bureau regularly generates quality profiles and management reports for both reimbursable and Bureau-sponsored demographic surveys. These profiles and reports provide statistical measures of reliability and note compliance with or accomplishment of project tasks.

Economic Statistics

Evaluation of programs by the economic statistics staff has led to better measures of capital expenditures by U.S. companies, improved the Bureau's ability to capture data on e-commerce activities, clarified the information companies can provide on their pollution abatement activities, and periodically documented, as required by OMB, the statistical rigor of the methodologies used to produce the principal economic indicators.

Performance Goal 2: Provide the statistical foundation and benchmark measures of the population, economy, and government that meet the needs of policy makers, federal, state, and local governmental agencies, businesses and the public.

(This goal has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This goal was previously worded as: "Conduct the Decennial Census (FY 2000, FY 2001, and FY 2002)")

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably.

Rationale for Performance Goal

The Census Bureau's benchmark programs are a major source of baseline information upon which most data-based decisions and activities take place. Whether gathered through the Decennial Census of Population and Housing, the upcoming 2002 and 2007 Economic Censuses and the 2002 and 2007 Census of Governments, or the Intercensal Demographic Estimates that provide baseline demographic information in between the decennial censuses, the Census Bureau's Benchmark programs are where everyone turns to for information.

The demographic programs provide the data used by the states and other agencies to allocate nearly \$200 billion dollars in federal funds each year, conduct the analyses that underlie the statistical definitions and standards used by the entire federal government in policy decisions, and establish the baseline sample units that underlie virtually every survey conducted in the United States by both private and public sectors.

The economic statistics programs count and profile U.S. businesses and government organizations in a rapidly-evolving economic environment. They include conducting an Economic Census and a Census of Governments every five years. The Economic Census covers all nonagricultural sectors of the economy, publishes data on the activities of more than twenty-two million businesses and more than 1,100 industries, and provides detailed geographic information.

As a complement to the sectoral Economic Census program components, the Census Bureau also conducts a series of related programs to collect information on topics of special interest, for example, minority and women-owned businesses, the characteristics of the nation's trucking fleet, business expenses, the flow of commodities, and the economies of Puerto Rico, Guam, the Virgin Islands, American Samoa, and the Northern Mariana Islands.

The Census of Governments represents the primary source of facts about the structure and function of the public sector of the U.S. economy. It provides essential information to Congress and federal agencies for planning and evaluating programs that involve intergovernmental relationships. The census contributes an important element for constructing composite national economic measures, such as gross domestic product, the Bureau of Economic Analysis's input-output tables that measure market sectors, and the Federal Reserve Board's flow of funds accounts that provide time-series data of financial flows in the economy. The Census of Governments' findings supply vital analytical tools for a wide variety of data users. Among the most prominent are state and local government officials, educational organizations, criminal justice organizations, public interest groups, private industry, economic research agencies, and the media.

Performance Goal 2 focuses on the major conduct and dissemination milestones for the 2002 Economic and Government Censuses and providing improved demographic intercensal estimates. Specific performance goals and measures related to these activities include

- Publishing and disseminating data from the 2002 Economic Census and the 2002 Census of Governments on a timely, scheduled basis
- Mailing Survey of Business Owners forms for the 2002 Economic Census

FY 2002 Performance

During FY 2002, measures for this goal were successfully met. During FY 2002 the Census Bureau continued to produce and deliver data products from Census 2000. This includes Summary File 3 (SF3), which consists of over 800 detailed tables of Census 2000 social, economic, and housing characteristics compiled from a sample of approximately nineteen million housing units that received the Census 2000 long-form questionnaire. The Census 2000 SF3 tables have been produced significantly earlier in the census cycle relative to previous decennial censuses. The SF3 files are used for the distribution of federal funds each year as well as a myriad of other public and private sector planning and decision-making uses. All planned data product releases for FY 2002 were completed on schedule.

Measure 2a: Release 1) Decennial Census, 2) Census of Governments, and 3) Economic Census Products				
	FY 1999	FY 2000	FY 2001	FY 2002
Target	New	New	100% of scheduled releases	100% of scheduled releases
Actual			100% of scheduled releases	100% of scheduled releases
Met/Not Met			Met	Met

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This measure was previously worded as: "Disseminate Census 2000 products.")

Explanation of Measure

Providing releases of Census 2000 products on schedule is critical to the institutions and individuals responsible for managing or evaluating federal programs. The releases are also needed to meet legal requirements stemming from U.S. court decisions, such as the Voting Rights Act. The data collected and released are as much a part of the nation's infrastructure as highways and telephone lines. Federal dollars supporting schools, employment services, housing assistance, highway construction, hospital services, programs for the elderly, and more are distributed based on Census data. For example, twenty-two of the twenty-five largest federal funding grant programs in fiscal year 1998 were responsible for \$162 billion being distributed to state, local, and tribal governments. About half of this money was distributed using formulas involving Census population data, according to the General Accounting Office. The Bureau expects that at least \$182 billion and housing will be distributed annually based on formulas using Census 2000 data.

Program Evaluation

The continued dissemination of data products to federal, state, local and tribal governments, as well as to users in the private and public sectors make them available for countless applications. Some uses of the data include the resolution of population and boundary issues, and the distribution of federal dollars to states and localities to meet their needs.

Performance Goal 3: Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates.

(This goal has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This goal was previously worded as: "Define—through consultations, policy assessment, planning, research, experiments, and evaluations—the plan for the 2010 Census")

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably

Rationale for Performance Goal

Despite the fact that Census 2000 was an operational success, it was conducted with high costs and at great operational risk. In 2010, the job will be even more complex. Given the rapid demographic and technological changes experienced in recent years and the strong expectation that such changes will continue to accelerate, once-a-decade data collection and updating operations are no longer sufficient. Without a more systematic, timely, and integrated planning and design strategy, the data collection mission of the Census Bureau, especially of the 2010 Census, will be jeopardized. The Census Bureau has developed a strategy to meet this challenge. The strategy for the 2010 Census is to reduce operational risks, improve accuracy, provide more relevant data, and contain costs. Based on the fundamental approach of redesigning the 2010 Census, there are three interdependent components of this strategy:

- Implementation of the American Community Survey (ACS) to collect decennial census long-form information on an ongoing basis to provide for yearly/annual data products
- Modernization of The Master Address File/Topologically Integrated Geographic Encoding and Referencing (MAF/TIGER) address and geographic database that takes advantage of space-based technologies, such as satellite and aerial imagery and geographic information system (GIS) data from state, local, and tribal governments, to bring the MAF/TIGER system into alignment with Global Positioning System (GPS) information
- Systematic development, testing, and implementation of a short form only 2010 Census design that takes advantage of the opportunities offered by an enhanced MAF/TIGER and the American Community Survey.

The Census Bureau planned implementation of the American Community Survey in 2003 so that by 2010 the Bureau can provide a reliable replacement for the long-form portion of the 2010 Census.

The Census Bureau started exploring this design option after the 1990 Census with the objective of simplifying Census 2000 by limiting it to the collection of the basic data needed for apportionment and redistricting. Under this design, the Census Bureau would meet the data requirements of federal agencies as well as those of users outside the federal government through a Continuous Measurement program. Although time did not permit the development of a Continuous Measurement program

for Census 2000, developmental work was commissioned with an eye toward the 2010 Census. This work has continued resulting in the design of a system that can meet not only the federal mandates for data, but also can meet them with more timely and accurate data. This data collection effort, the American Community Survey, is a way to both improve coverage of the census (by way of operational simplification) and to reduce the operational risks of the census.

The American Community Survey will provide the timely information needed for critical economic planning by governments and the private sector. In our information-based economy, federal, state, and local decision makers and private business and nonprofit organizations need current, reliable, and comparable economic data to chart the future. The American Community Survey will provide up-to-date profiles of U.S. communities every year beginning in 2004, providing policymakers, planners, and service providers in the public and private sectors with information every year—not just once every ten years.

MAF/TIGER Modernization—The five objectives of the MAF/TIGER Enhancements Program are to:

- 1 correct the locations of all streets, other map features, and required structures;
- 2 develop a modern processing environment;
- 3 enhance geographic partnerships;
- 4 develop new methods to update the address list in predominately rural areas; and
- 5 fully integrate quality assurance measures into the geographic and MAF/TIGER systems and databases to meet the needs of the 2010 Census (including the American Community Survey) and related early testing activities.

The new processing environment is needed to modernize a homegrown geographic database and to take advantage of commercially-available practices and technologies.

The MAF/TIGER Enhancements Program will allow the ACS and the 2010 Census to take advantage of GPS technology and mobile computers to improve on outdated and error-prone methodologies, while substantially expanding geographic partnerships at the state, local, and tribal levels to maintain the completeness and accuracy of the information in the address and geographic systems that are essential for a successful 2010 Census. Ongoing address and geographic partnership programs coupled with technological improvements such as a GPS-linked system will help reduce the level of address duplication and geographic misassignment that was evident in Census 2000. Procedures will be streamlined and made more efficient by providing field staff with tools and technology that enable them to greatly reduce such errors in the 2010 Census. The 2010 Census will be armed with a more comprehensive, timely, and accurate address list—one of the best predictors of a successful census—without the added complexity, risk, and costs of last minute address list-building operations.

2010 Census planning, development, and testing—The objective of 2010 Census planning, development, and testing is to conduct early testing and prototyping of new and streamlined activities to take advantage of the fact that long form data will be collected by the ACS and therefore will not be needed as part of the 2010 short form collection effort; the MAF/TIGER Enhancement Program which will provide the Bureau with a system that is in GPS alignment; the results of the Census 2000 testing, experimentation, and evaluation program; and new research to build on the success of Census 2000.

Both the MAF/TIGER Enhancements Program and the American Community Survey are integral to a successful 2010 Census and, therefore, integral to the Census Bureau’s planning activities. In addition, based on lessons learned from Census 2000, developing a design infrastructure that leads to early operational testing is crucial. This will require strong leadership, expert planning, sophisticated integration efforts, and oversight support. A major task is the development of the strategic framework to guide (1) interactions among the three components, (2) risk identification and management, (3) product development, (4) analysis of operational alternatives, (5) development of the research agendas, (6) integration of solutions into a logical design, and (7) plans for testing.

FY 2002 Performance

The FY 2002 performance levels for all measures were achieved. The Census Bureau completed the initial steps required for MAF/TIGER modernization including preparing a plan and systems to measure housing unit coverage. In FY 2002 the Bureau signed its first major contract with the Harris Corporation in the effort to re-engineer the 2010 Decennial Census for the MAF/TIGER Accuracy Improvement Project. Also in FY 2002, the Census Bureau successfully completed data collection for the 2001 ACS and the 2002 ACS through September, 2002. The Census Bureau completed all necessary data collection and data processing activities to be ready for expanding the ACS for 2003 into every county in the U.S. and every municipio in Puerto Rico.

Measure 3a: Implement MAF/TIGER Modernization				
	FY 1999	FY 2000	FY 2001	FY 2002
Target	New	New	New	Prepare plan and systems by the end of FY 2002 to measure housing unit coverage of the address list; list is at least as complete as it was for Census 2000, as measured by the accuracy and coverage evaluation.
Actual				Prepared plan and systems by the end of FY 2002 to measure housing unit coverage of the address list; list is at least as complete as it was for Census 2000, as measured by the accuracy and coverage evaluation.
Met/Not Met				Met

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This measure was previously worded as: "Percentage completion of housing unit address list.")

Explanation of Measure

Correctly locating every street and other map features in the MAF/TIGER database is critical to providing geographic products and services that meet the accuracy expectations of the 2010 Census field data collection staff, the Census Bureau’s data product customers, and the needs of The National Map/Homeland Defense effort. The Census Bureau’s field staff has reported extensive difficulties in completing address list updating and verification tasks, and in finding addresses and streets that required follow-up visits in Census 2000. Many local or tribal governments that participated in the Census 2000 geographic partnership programs and many potential customers for MAF/TIGER geographic products have told the Census Bureau that they would not consider future geographic partnership or use without substantial improvements in location accuracy.

FY 2002 Performance

This performance measure was met. The Census Bureau has prepared an initial plan for measurement of housing unit coverage in the Master Address File (MAF). This plan documents the systems (Administrative Records System, Locatable Address Conversion System, Global Positioning System, Automated Listing and Mapping Instrument System) and data sources (Delivery Sequence Files, National Health Interview Survey files, Rural Directory files, E-911 files) that will provide the basis for developing the field procedures required to begin future data collection activities.

Measure 3b: Implement the American Community Survey				
	FY 1999	FY 2000	FY 2001	FY 2002
Target	New	New	New	Complete field activities supporting the release of 2001 data from the long form transitional database in Summer of 2002.
Actual				Completed field activities supporting the release of 2001 data from the long form transitional database in Summer of 2002.
Met/Not Met				Met

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report (APPR) and FY 2002 Annual Performance Plan (APP). This measure was previously worded as: "Release 2001 data from LFTB.")

Explanation of Measure

The Census Long-Form Transitional Database (LFTDB) is the key to replacing the Census long form with the ACS. As part of the Decennial Census operations in FY 2000 and FY 2001, the Bureau has been conducting the LFTDB evaluation study. The FY 2002 plan for the LFTDB is a critical part of the transition to using data from the ACS as a national program beginning in FY 2003 (a performance measurement commitment in the Department of Commerce FY 2000–FY 2005 Strategic Plan). When the ACS becomes a comprehensive national program, community profiles will be available every year rather than every ten years. These vastly improved data will enable the U.S. government to distribute billions of dollars much more efficiently and to more effectively evaluate federal programs.

FY 2002 Performance

Census completed all data collection for the 2001 LFTDB by January 2002. Data collection was completed across all three modes of collection with an overall response rate exceeding ninety-five percent. The data products also were produced, but the Census Bureau decided to delay release of these products until November 2002 because of the potential confusion with Census 2000 sample data products being released during the latter part of FY 2002.

Census Data Validation and Verification

The Bureau of the Census conducts an annual review of the performance data to ensure that projected targets are met. Data are verified by comparison with past release dates for those targets involving data release measures. The survey data tabulations are compared to publicly reported methodological standards for its surveys to verify that the specified measures are attained for targets involving reliability measures. During this process, significant deviations from projected targets, if any, are discussed with the appropriate program areas so that changes can be implemented to help meet the Census Bureau's performance goals.

In some cases, information is manually checked against actual paper files (when available) to ensure the accuracy of information. Additionally, documentation is reviewed and a determination is made on its adequacy and sufficiency to support claims that outcomes and outputs have been achieved. The Census Data Validation and Verification table can be found on the following page.

CENSUS Data Validation and Verification

Performance Measure	Data Source	Frequency	Data Storage	Verification	Data Limitations	Actions to be Taken
Measure 1a: Percentage of household surveys attaining specified reliability measurements	Performance measure data on reliability are collected, calculated, and assessed as the surveys are tabulated.	Performance measures are available at the time of a survey's public data release.	Survey performance data are in Census Bureau databases and are published in public press releases and data reports (Source and Reliability Statements in every release).	The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared to these standards to verify that the specified reliability measurements are attained.	None	None
Measure 1b: Household response rate for the Current Population Survey, the National Crime Victimization Survey, and the American Housing Survey. Response rate for the National Health Interview Survey. Response rate for the Survey of Income and Program Participation	The Bureau of the Census collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.	Performance measures are available at the time of a survey's public data release.	Survey performance data are in Census Bureau databases and are published in public press releases and data reports (Source and Reliability Statements in every release).	The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared to these standards to verify that the specified reliability measurements are attained.	None	None
Measure 1c: Release data products from the Survey of Income and Program Participation and the Survey of Program Dynamics	Data collection dates are published in advance. These set the baseline for release dates.	As scheduled	Census Bureau databases and public data releases.	Data are verified by comparison with past release dates. Official responses to customers will verify customer satisfaction.	None	None
Measure 1d: Release principal economic indicators	Data collection dates are published in advance. These set the baseline for release dates.	As scheduled	Census Bureau databases and public data releases.	The Bureau compares with release schedule.	None	None
Measure 2a: Release Decennial Census, Census of Governments, and Economic Census products	Data dissemination is scheduled. These set the baseline for release dates.	As scheduled	American FactFinder	The Bureau will compare with actual release dates.	None	None
Measure 3a: Implement MAF/TIGER Modernization	MAF/TIGER activity schedule	As scheduled	Census Bureau MAF/TIGER database	The Census Bureau compares actual completion dates with scheduled dates.	None	None
Measure 3b: Implement the American Community Survey	American Community Survey activity schedule	As scheduled	American Community Survey results and the American FactFinder.	The Bureau compares actual release dates with completion schedule.	None	None